

## ABSTRACT

A system, method and computer program product for applying smart card technology and related integrated operations to the sports and entertainment industry for the purpose of promoting fan loyalty to sports and entertainment celebrities.

5 Purchasing, virtual touring, and virtual interaction with a celebrity is achieved through the provision of user services, storage of data, and user-friendly methods for ordering and shipping merchandise from a host computer Web store that is connected to a celebrity's personal Web site. The system, method and computer programs product rely on smart cards functioning with a smart card terminal to store data and to

10 communicate on a plurality basis to transmit and receive data. The invention is also designed to facilitate navigation and enhance speed of access on the PC and Mac platforms.